

**A METHOD OF DELIVERING MULTIMEDIA ASSOCIATED  
WITH A VOICE LINK**

**ABSTRACT**

5           A method of cooperatively providing voice service(s), carried over a  
circuit-switched ("CS") type network, with multimedia service(s), carried  
over a packet-switched ("PS") type network to a wireless unit. The method of  
involves the communication between a calling-from-party and a calling-to-  
party. The method includes the step of receiving an initiation signal from the  
10 calling-from-party for identifying the calling-to-party. In response to  
verifying the identity of the calling-to-party as a service subscriber in a  
database, the method selects multimedia content to be transmitted to the  
calling-from-party. A voice link may then be established to the calling-to-  
party in response to the initiation signal from the calling-from-party.  
15 Thereafter, the initiation signal may be bridged with the established voice link  
to establish a voice link between the calling-from-party the calling-to-party.